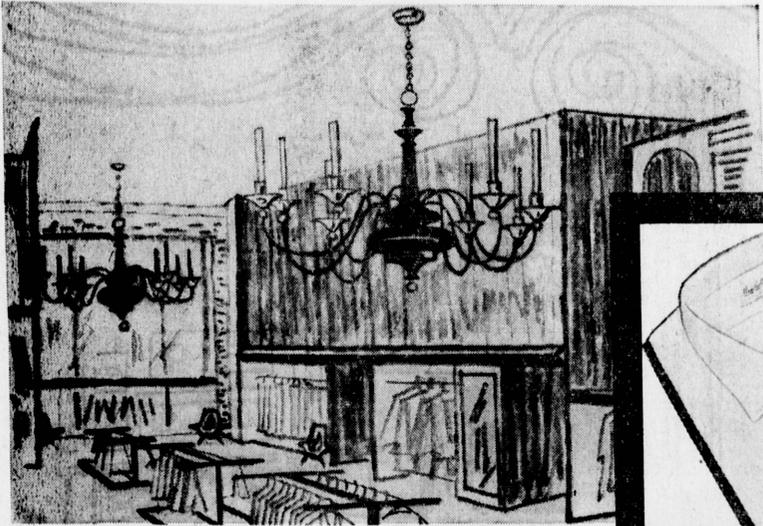


# NAMES HE CAN BANK ON



**MANHATTAN'S** Mansmooth shirts are all-cotton shirts to wash and wear, dripped dry or tumbled dry. Handsome tailoring with convertible cuffs and the new shorter point collar, wrinkle-resistant with sewn-in stays, white only, with plastic hanger. Full size range, \$5

THE BROADWAY'S NEWEST STORE—  
MEN'S FURNISHINGS, STREET FLOOR

**SWANK'S** "Sports in Action" sets are 3 dimensional figures to flaunt his favorite sport with realism. Golden tones on silvery setting, tie bar and cuff link set with a fishing, golfing, bowling or baseball motif as shown . . . or basketball, tennis, hunting or football. Boxed, \$5

Plus 10% Federal tax

THE BROADWAY'S NEWEST STORE—  
MEN'S FURNISHINGS, STREET FLOOR



**GROSHIRE'S** hand-shaped suits show that hand shaping throughout every suit makes for a truly expensive look . . . with a custom fit you'll feel at your very first try-on. And we've a tremendous selection to choose from, in a range of textures, fabrics, colors. **79.50 to 89.50.**

THE BROADWAY'S NEWEST STORE—  
MEN'S CLOTHING, STREET FLOOR

**FLORESHEIM'S** "Bromley" is the conservative straight tip shoe that shows a custom craftsmanship in every detail, achieving an eased-up comfort apparent in every step. Imperial grade of brown or black calfskin, with rubber heels. From a complete selection. **25.95.**

THE BROADWAY'S NEWEST STORE—  
MEN'S AND BOYS' SHOES, STREET FLOOR



## NO MONEY DOWN, MONTHS TO PAY WHEN YOU SHOP WITH BROADWAY CHARGA-MATIC\*

Select the budget plan that fits your need and just say "Charge it" at The Broadway.

### Your Broadway Charge-Matic Account

gives you 30-day charge account shopping convenience. It may be used jointly by husband and wife and others authorized. You receive a Charge-Plate\* engraved with your name and address. You will receive a statement each month showing all charges, payments and returns for the preceding 30 days, and payment is due within 10 days.

### Charge-Matic Also Gives You Optional Terms

It's entirely up to you . . . you may pay your Charge-Matic Account in full each month, or use the extended payment privileges of Charge-Matic Credit.

### Here's How It Works:

Every so often when extra expenses arise . . . such as a wedding, a new baby, school wardrobes, vacations or a holiday gift season . . . you may find your budget going around in circles, temporarily short of cash. Then our Charge-Matic credit rises to the occasion and you may pay only a small monthly payment, and a small service charge is added to the unpaid balance. If you pay in full there is no service charge. This optional credit feature makes your account continuously available for additional purchases . . . you simply determine the amount of your own monthly payment, according to your balance, as shown on the Charge-Matic Chart:

### CHARGA-MATIC CHART

When your Balance is:	Monthly Payment Must Be at Least:
under \$75	\$10
\$75-100	15
100-125	20
125-175	30
175-225	40

Over \$225 by arrangement with our Credit Department. No service charge will be added next month if balance is paid in full.

You save on service charge when you pay more than amount required.

\*® Trademark of Farrington Mfg. Co.

### LONG TERM BUDGET ACCOUNTS FOR MAJOR PURCHASES

For example, when you select home furnishings such as major appliances, television, floor coverings, etc. you may buy with no money down and take up to 2 years to pay . . . minimum payment, \$5 monthly. This special long term account leaves your Charge-Matic account available for current smaller purchases.

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### SHUTTERBUG CENTER

Whether you're an amateur with a Brownie camera, or an expert with a Polaroid or movie camera, you'll find all the newest and finest equipment in focus at The Broadway Camera Shop. Tape recorders too . . . Electric Shaver sales and service are available.